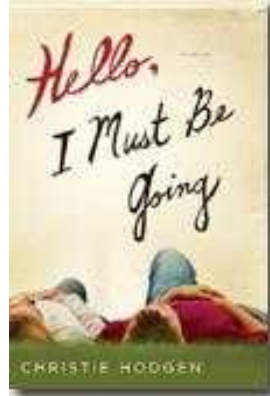


Business English
Useful Expression
BAD13

Delivery and Language

Well, I must be going.
See you in September. So Long.



Hiro bids farewell to Johnson at the hotel.

Johnson: Your English has really improved.

Hiro : Thanks to you. You helped me alot.

Johnson: You`re welcome. You`re more confident , too.

Hiro : No, just more relaxed.

Johnson: Now, you can teach me Japanese.

I`m going to Tokyo this September.

Hiro : That`s awesome! I`ll send you textbook.

Johnson : Domo arigatto gozaimashitta

Hiro : Hey, you`re fluent already.

Johnson : lie.

Hiro : Well, I must be going.

Johnson: See you in September. so long.

Hiro : Goodbye and thanks for everything.

Delivery

'Delivery' refers to the way in which you actually deliver or perform or give your presentation. Delivery is a vital aspect of all presentations. Delivery is at least as important as content, especially in a multi-cultural context.

Nerves

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. The answer is to pay special attention to the beginning of your presentation. First impressions count. This is the time when you establish a rapport with your audience. During this time, try to speak slowly and calmly.

Audience Rapport

You need to build a warm and friendly relationship with your audience. Enthusiasm is contagious. If you are enthusiastic your audience will be enthusiastic too. And be careful to establish eye contact with each member of your audience. Each person should feel that you are speaking directly to him or her. This means that you must **look at** each person in turn - in as natural a way as possible. This will also give you the opportunity to detect signs of boredom, disinterest or even disagreement, allowing you to modify your presentation as appropriate.



Your objective is to communicate!

Body Language

What you do not say is at least as important as what you do say. Your body is speaking to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut, your expression - it is from these that your audience forms its first impression

as you enter the room. Generally speaking, it is better to stand rather than sit when making a presentation. Be aware of and avoid any repetitive and irritating gestures.

Cultural Considerations

Because English is so widely used around the world, it is quite possible that many members of your audience will not be native English-speakers. You should try to learn about any particular cultural matters that may affect your audience. Cultural differences can also be seen in body language, which we have just discussed. T

Voice quality

It is, of course, important that your audience be able to hear you clearly throughout your presentation. Your voice will then be more interesting for your audience. You can vary your voice in at least three ways:

- speed: you can speak at normal speed, you can speak faster, you can speak more slowly - and you can stop completely! You can pause. This is a very good technique for gaining your audience's attention.
- intonation: you can change the pitch of your voice. You can speak in a high tone. You can speak in a low tone.
- volume: you can speak at normal volume, you can speak loudly and you can speak quietly. Lowering your voice and speaking quietly can again attract your audience's interest.

The important point is not to speak in the same, flat, monotonous voice throughout your presentation - this is the voice that hypnotists use to put their patients' into trance!

Visual aids

Of all the information that enters our brains, the vast majority of it enters through the eyes.

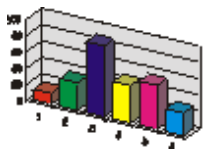
80% of what your audience learn during your presentation is learned visually (what they see) and only 20% is learned aurally (what they hear). The significance of this is obvious:

- visual aids are an extremely effective means of communication
- non-native English speakers need not worry **so** much about spoken English - they can rely more heavily on visual aids

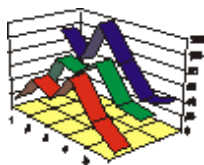
Apart from photographs and drawings, some of the most useful visual aids are charts and graphs, like the 3-dimensional ones shown here:



Piecharts are circular in shape (like a pie).



Bar charts can be vertical (as here) or horizontal.




Graphs can rise and fall.

Audience Reaction

Remain calm and polite if you receive difficult or even hostile questions during your presentation. If you receive particularly awkward questions, you might suggest that the questioners ask their questions after your presentation.

Language

 Say what you are going to say,

Simplicity and Clarity

If you want your audience to understand your message, your language must be **simple** and **clear**.

Use short words and short sentences.

Do not use jargon, unless you are certain that your audience understands it. In general, talk about concrete facts rather than abstract ideas.

Use active verbs instead of passive verbs. Active verbs are much easier to understand. They are much more powerful. Consider these two sentences, which say the same thing:

1. Toyota sold two million cars last year.
2. Two million cars were sold by Toyota last year.

Which is easier to understand? Which is more immediate? Which is more **powerful**?

N°1 is active and N°2 is passive.

Signposting

When you give a presentation, how can your audience know where they are?

How can they know the structure of your presentation?

How can they know what is coming next? They know because **you tell them**.

Because you put up **signposts** for them, at the **beginning** and **all along the route**. This technique is called '**signposting**' (or 'signalling').

During your introduction, you should tell your audience what the structure of your presentation will be. You might say something like this:

"I'll **start** by describing the current position in Europe. **Then** I'll move on to some of the achievements we've made in Asia. **After that** I'll consider the opportunities we see for further expansion in Africa. **Lastly**, I'll quickly recap before **concluding** with some recommendations."

The table below lists useful expressions that you can use to signpost the various parts of your presentation.

Signposting	
Function	Language
Introducing the subject	<ul style="list-style-type: none"> • I'd like to start by... • Let's begin by... • First of all, I'll... • Starting with... • I'll begin by...
Finishing one subject...	<ul style="list-style-type: none"> • Well, I've told you about... • That's all I have to say about... • We've looked at... • So much for...
...and starting another	<ul style="list-style-type: none"> • Now we'll move on to... • Let me turn now to... • Next... • Turning to... • I'd like now to discuss... • Let's look now at...
Analysing a point and giving recommendations	<ul style="list-style-type: none"> • Where does that lead us? • Let's consider this in more detail... • What does this mean for ABC? • Translated into real terms...
Giving an example	<ul style="list-style-type: none"> • For example,... • A good example of this is... • As an illustration,... • To give you an example,... • To illustrate this point...
Dealing with questions	<ul style="list-style-type: none"> • We'll be examining this point in more detail later on... • I'd like to deal with this question later, if I may... • I'll come back to this question later in my talk... • Perhaps you'd like to raise this point at the end... • I won't comment on this now...
Summarising and concluding	<ul style="list-style-type: none"> • In conclusion,... • Right, let's sum up, shall we? • I'd like now to recap... • Let's summarise briefly what we've looked at... • Finally, let me remind you of some of the issues we've covered... • If I can just sum up the main points...
Ordering	<ul style="list-style-type: none"> • Firstly...secondly...thirdly...lastly... • First of all...then...next...after that...finally... • To start with...later...to finish up...